

SYNTHESIS

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LONDON | DELHI

In all residential, commercial, and retail projects our office has continued to demonstrate the logic, that the pragmatic and functional needn't be dry and soulless. Rather, it can coexist with aesthetic beauty, and do so without great expense. Many of our projects have overcome significant budget constraints, exploiting inexpensive and readily available materials and techniques, used in new ways, towards innovative solutions. Our projects also start from small, uninspiring spaces, posing technical difficulties with zoning, building codes, structural issues, or just not enough area.



Design Philosophy

“Innovate on obvious with a reason”

Before hitting the drawings board our objective always is to break the obvious mind set to any element of project. Which brings our design cut above the rest. We try to understand the requirement of client and give our best to help them realise their dream.

Unlike many firms who routinely reject small, difficult, and less profitable projects, we have taken these “nothing” spaces and turned them into amazingly something. Resistance has continually embraced these challenges and gained valuable experience that is applicable to larger, more complex, and more costly projects as well. This has put us in an almost unique position in Delhi/ NCR to offer high-level design and service with incredible value.

About Us

Synthesis is London and New Delhi Based architecture and interior design firm specialised in innovative work rooted with rationalist and humanist ideals. The controlled scale of the firm allows agility and adaptability to all projects while preserving uncommon attention to detail in all aspects of the process – from the initial real-estate and planning issues, through construction supervision, till final staging of the decor.



PARVEZ ALAM

Principal design | Founder
Bachelor Of Architecture
MSC Civil Engineering & Management
University of Glasgow, UK.

Parvez is a partner in Synthesis, His forte is in delivering complex projects, By using a problem-solving methodology, rejecting the formulaic and conventional. An imposed style or agenda never drives his design process, the work is reality based. He dedicates his diversified and not so conventional approach to his work experience Internationally.



SACHI GUPTA

Principal design | Founder
Bachelor of Architecture

Sachi is a partner in Synthesis and has over 13 years of extensive experience gained in her several years of practice. The influence of her meticulous training in the initial years and coming into contact with influential mentors, played a big part in her own development as an architect. In her several years of practice she has worked on diverse range of projects both in India and internationally. Her typical trait of getting bored way too often is actually what she calls it her USP as a designer “this urges me to keep reinventing my self both personally and in my design approach...”



VIKRANT



RAHUL



ZUBIN



SHREYA



MANSI



RIYA



GUHAN



Residential

Our homes celebrate context and individuality we try to understand the requirement of client and give our best to help them realise their dream. We explore ways to elevate the quality of life through our understanding of spaces, structure, materials and techniques.



Hospitality

Addressing the emerging needs of the insightful user, and demonstrating the logic, that the pragmatic and functional needn't be dry and soulless. Rather, it can coexist with aesthetic beauty, and do so without great expense. Focusing on authentic luxury and the brand narrative to innovate and deliver new benchmarks.



Restaurant

We create heart warming experiences for users through innovative design of spaces and appealing interior. Along with originaive conceptualisation and wise use of available space and resources.



Corporate

No matter how complex the project initiation is we aim at simplifying and generating creative ideas to understand the clients' needs and requirements before hitting the drawing board.



Retail

Understanding all the project constraints and requirements, overcoming significant budget constraints, exploiting inexpensive and readily available materials and techniques, used in new ways, towards innovative solutions for unified design of spaces.

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Our Clients

Hospitality

- Satya Group
- Claridges Group
- Indiabulls
- Sterling Resorts
- Ravi Sinha Hotel
- Vajra Infracorp
- Aryamitra
- Developers



Corporate



Residences

-Pankaj Kasera	Interior Design
-Lt Governor Mr Anil Baijal	Interior Design
-Vikas Goel	Interior Design & PMC
-Inderjeet Singh	Interior Design
-Dhingra Projects	Interior Design
-Mohinder Virmani	Interior Design
-Breath easy	Interior Design
-Mira Exim	Architecture, Interior Design & PMC
-Uttamchandani	Interior Design & PMC
-MD Mann Aluminium	Interior Design & PMC
-BMB Developers	Interior Design
-Satya Group	Interior Design
-Sunil Agarwal	Architecture, Interior Design & PMC
-Vaibhav Sharma,	Interior Design
-CFO Audi	Interior Design &PMC
-Lalit Kumar, Country	Architecture, Interior Design
-Head, Gran Thortan	& PMC
Klove Studio	
-Mr Rajesh Batra	Architecture, Interior Design
MD Colorplast	
-Mr Sanjeev Nanda,MD	Interior Design
The Claridges Hotel	
-Jangir Apartment	Interior Design & PMC

Retail

-Saffron Art Gallery	Interior Design
-Rimple & Harpreet	Interior Design
Narula (FashionDesigners)	
-Frontier RAAS	Interior Design
-Gians	Interior Design
-Uttam Sarees	Interior Design
-Mirari	Interior Design
-Berluti	Interior Design & PMC
-Creed	Interior Design & PMC
-Molten Brown	Interior Design & PMC
-Tod's	Interior Design & PMC
-Bang & olufesen	Interior Design & PMC
-Forest Essential	Interior Design
-KIWI Organics	Interior Design



Restaurants, pubs, cafes

- Kochi International
- Airport Terminal 3
- Kochi Domestic Airport Terminal 1
- Toto's
- Bombay Talkies
- Claridges Group
- Azure Hospitality
- Lite Bite Food
- Biryani Blues
- ZIZO Lebanese
- Little ZIZO
- Petals Hospitality
- Pvt Ltd
- Bemisaal
- Punjabi by Nature
- Sequel
- Saultee Hotel
- Claridges Hotel
- Reliance Food
- Trash Gastronomica
- Element One, Satya Group
- Indiabulls



Awards & **Achievements**

Recognition & Accolades

2018 : Times Business Award-Reality
Trendsetters in the field of architecture and interior design.

2017 : Magppie Estate Awards
Emerging Design Professional North.

2014 : India Restaurant Award
Best Restaurant interior Design for Dhaba By Claridges

Publications & **Lectures**

2018 : Times Of India -Times Business Awards

2017 : Times Of India - Innovation for Spaces big & Small

2014 : CW Interiors

2014 : Better Interiors

2014 : Design Today

2014 : Society Interiors

2014 : Architecture + Design

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PROJECT NAME: BUNGALOW 57
PLOT AREA: 1000 YARDS
BUILT AREA: 16,000 SQFT
COMPLETION: UNDER CONSTRUCTION
LOCATION: NEW DELHI, INDIA

"Located in one of the top localities in New Delhi, India, the project features a modern classical Facade with Stucco elements translated into the interiors. The combination of neutral colors in the interior with warm shades of wood at the same time fill the room with ease, comfort and a sense of spaciousness. The light that fills the space shimmers through the elegant furnishing. Modern manufacturability and functionality are ideally combined with objects of art that are present in each of our projects. When all these lines are connected, a style is created that turns out to be timeless."



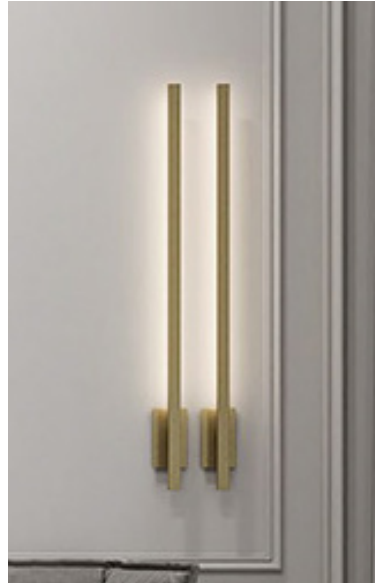
NATURAL LIGHT COMES INTO A FASCINATING DIALOGUE WITH THE FURNISHING.





TAKING CLASSIC ELEMENTS AND PUTTING THEM IN A MODERN LIGHT

Bedroom :
The bedrooms of the project are decorated with stucco and moldings that bring lightness and a touch of romance to the interior. Ceiling rose designs complete this elegant composition.





PROJECT NAME: BUNGALOW 96
PLOT AREA: 4800 SQFT
BUILT AREA: 13,000 SQFT
COMPLETION: DECEMBER 2018
LOCATION: NEW DELHI, INDIA

"The project was realised in one of the top residential localities in South Delhi, with an intent of creating a structure that will stand out from its surroundings while still making it feel like a part of the larger area. A modern design approach was taken which used a combination of materials like concrete, glass and exterior stone tiles. The interiors boast a modern contemporary style with an array of flooring and finishing materials."



A BALANCE BETWEEN BEAUTY AND FUNCTION DRIVEN BY CREATIVITY.





A PLAY OF LIGHT AND DARK TONES CREATING A VISUAL MASTERPIECE



PRIVATE RESIDENCE



PROJECT NAME: RESIDENCE 326
BUILT AREA: 6,000 SQFT
COMPLETION: UNDER CONSTRUCTION
LOCATION: NEW DELHI, INDIA

"The project was realised in North Delhi with an intent of creating a residential design which was modern and fresh. A harmony of materials like marble and wood are at the core of the design featuring modern contemporary elements accented by handpicked furnishing from top designers. With movable partitions, the house morphs into an open floor plan boasting large spaces and visual connectivity throughout"





PROJECT NAME:PRIVATE RESIDENCE
BUILT AREA: 4,000 SQFT
COMPLETION: 2014
LOCATION: NEW DELHI, INDIA

"The project was realised in New Delhi, with an intent to provide a living space that showcases a subtle undertone of shades of white and grey, accented by patterns and texture which break the monotony. Hints of gold and brass alongwith materials like Italian marble and wood creates a feeling of luxury and extravagance on a humble white palette. Double height space over the dining area creates a space which feels open and adds to the high end luxury residence scheme of the project."



A POETRY OF
COOL AND WARM
TONES AND A
PLAY OF TEXTURES
AND PATTERNS

PRIVATE RESIDENCE



A CALMING BLEND OF STYLE AND MATERIALS, MADE VIBRANT WITH HUES OF BLUE AND YELLOW

PROJECT NAME:PRIVATE RESIDENCE
BUILT AREA: 5,000 SQFT
COMPLETION: OCTOBER 2019
LOCATION: NEW DELHI, INDIA
STYLE: MODERN CLASSIC

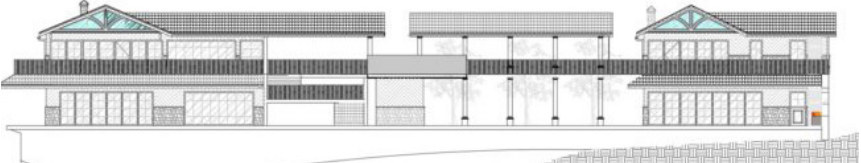
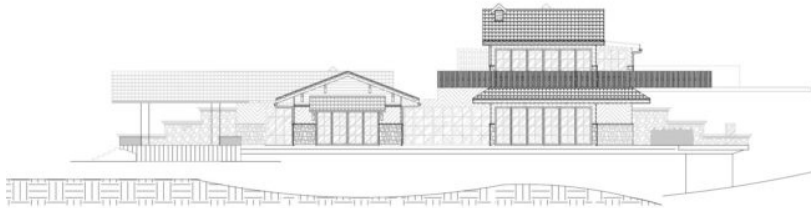
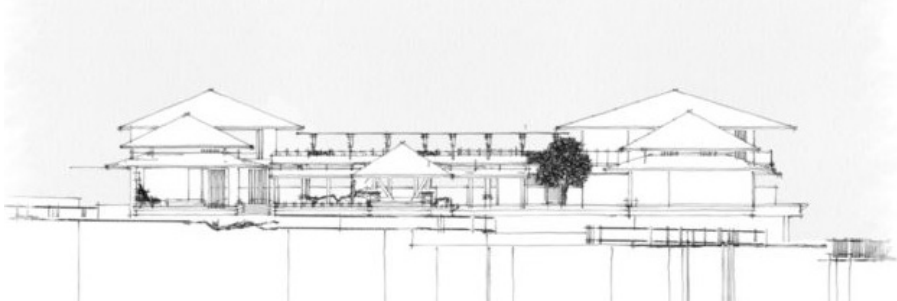
"The project features modern classical take on a living room design. The walls are curated in an array of panelling styles with wood and mirror cladding. The decor elements add a sense of drama by displaying a play of colours and patterns, giving a modern touch to the classic charm of the residence. "





PROJECT NAME: KLOVE HOUSE
PLOT AREA: 3,000 SQYD
BUILT AREA: 5,000 SQFT
COMPLETION: UNDER CONSTRUCTION
LOCATION: DEHRADUN, INDIA

"The residence was designed as a masterpiece of natural elements set amidst the scenic landscape of the Dehradun hills. Deriving from classic hill designs, the project features an ideology of acquiring the locally available materials and displaying them in a new light. The sloped roofs are an ode to the hills in the backdrop while a water body completes the elements of nature featured in the project."



**A CONTEMPORY FLAVOR FOR
A HOME DESIGN SET AMIDST
GREEN SPACE, STRIVING
FOR THE PERFECT BALANCE
BETWEEN NATURE AND DESIGN**

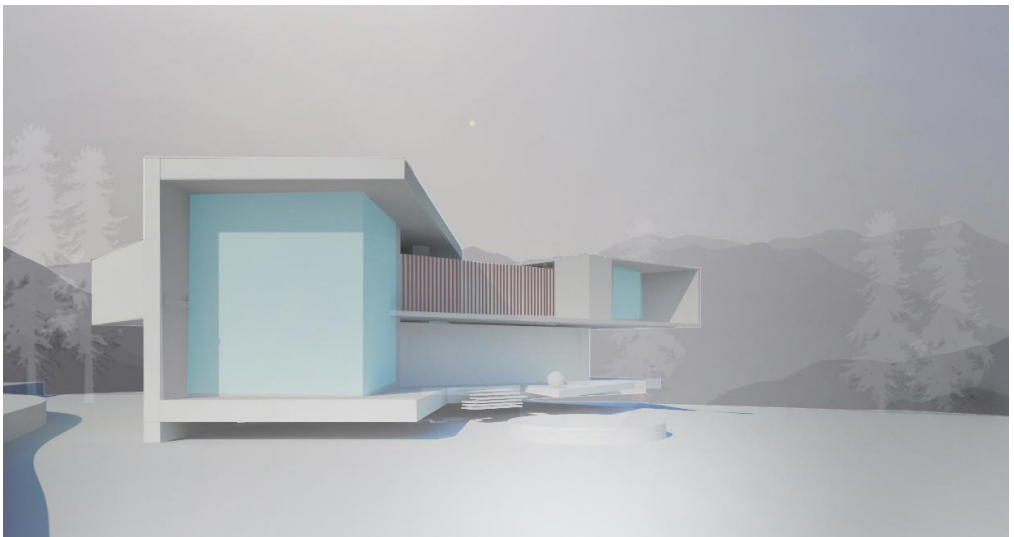
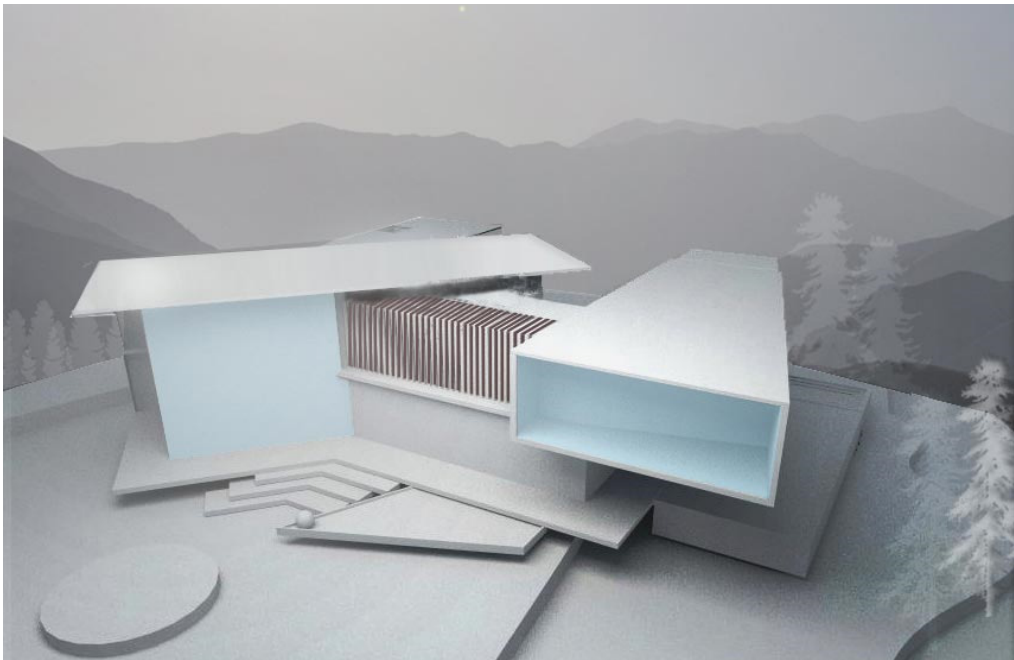


PROJECT NAME: RESIDENTIAL VILLAS
PLOT AREA: 5,000 SQYD
COMPLETION: UNDER CONSTRUCTION
LOCATION: GOA, INDIA

"The architecture of the houses - panoramic windows, natural wood, stone - all that harmoniously combines the project with the beauty of the nature of the surroundings. Our interiors use natural materials that maintain the balance of the harmony of architecture, nature and interior decoration."



PEBBLE HOUSE



Project Name: Pebble House
Client: Klove Studio
Plot Area: 3000 Sq. yards
Built Up Area: 5,000 Sqft
Location: Dehradun, India



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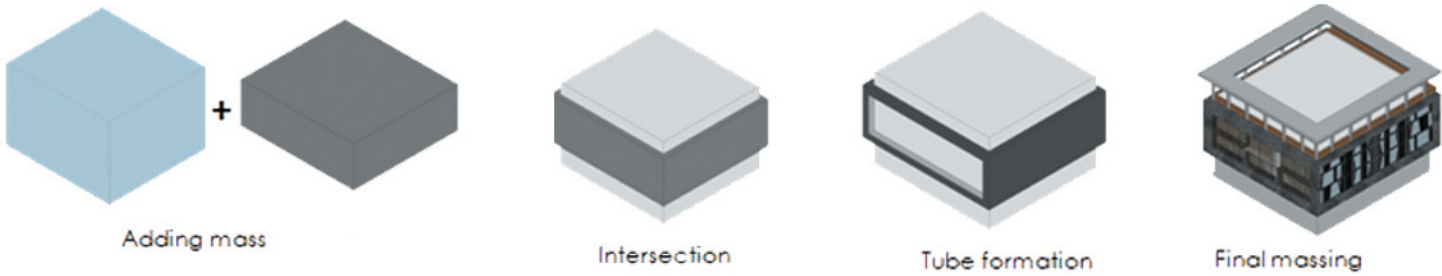
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3. DIXON R&D CENTRE : NOIDA, INDIA
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5. SHAKTI SONA SOLAR OFFICE : NEW DELHI, INDIA
6. UDYOG VIHAR : GURUGRAM, INDIA



PROJECT NAME: EASTBOUND DISCOVERIES
COMPLETION: DECEMBER 2018
LOCATION: NOIDA, INDIA

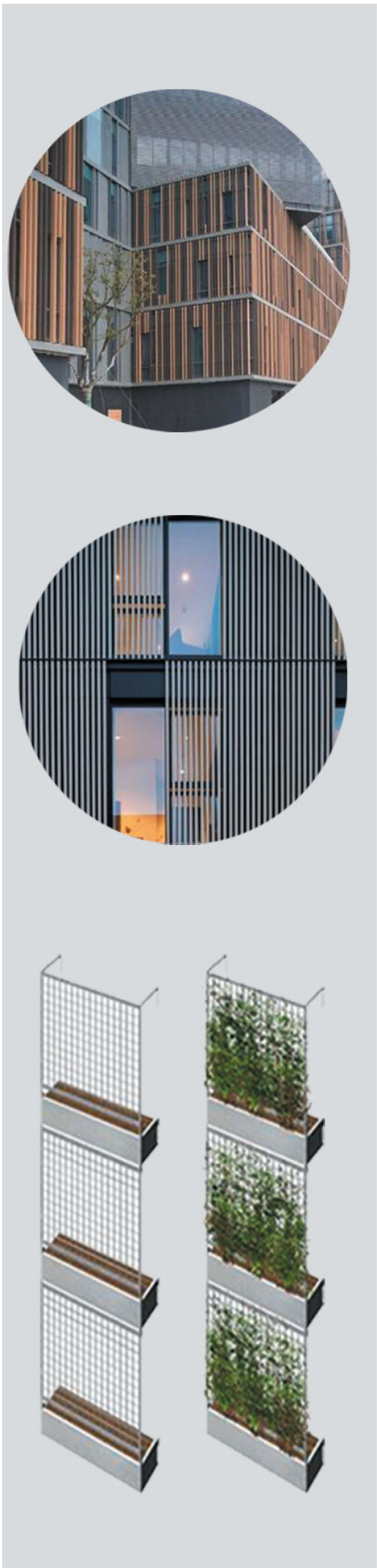
"Eastbound Discoveries office was realised in NOIDA, India with an intent of creating a fun and quirky office space, adding pop elements. Creatives were designed to adorn the walls featuring the brand's ideology of incomparable Travel experiences. Addition of colour to the ceiling and flooring as well as graphics in the cabins and passage makes sure the design always has a surprise element at every turn and bend"





PROJECT NAME: EASTBOUND UDYOG VIHAR
COMPLETION: DECEMBER 2019
LOCATION: GURGAON, INDIA

"Eastbound is an office project in Gurgaon, India. The design of the building is based on the concept of massing through tube formation with single lattice facade wrapped around the building. Combination of vertical louvers and green walls becomes an enhancing element to the structure along with simple and elegant shades of grey adding to the modernist style."





PERFETTI COPORATE OFFICE



PROJECT NAME: PERFETTI CORPORATE OFFICE
CLIENT: PERFETTI VAN MELLE
AREA: 7500 SQFT
COMPLETION: SEPTEMBER 2015
LOCATION: GURGAON, INDIA

"The Perfetti Corporate office features a design of warm tones and neutral shades to add a sense of comfort to the workspace. Contemporary furniture elemnts accent the simplistic office design to produce a relaxing and peaceful office design."

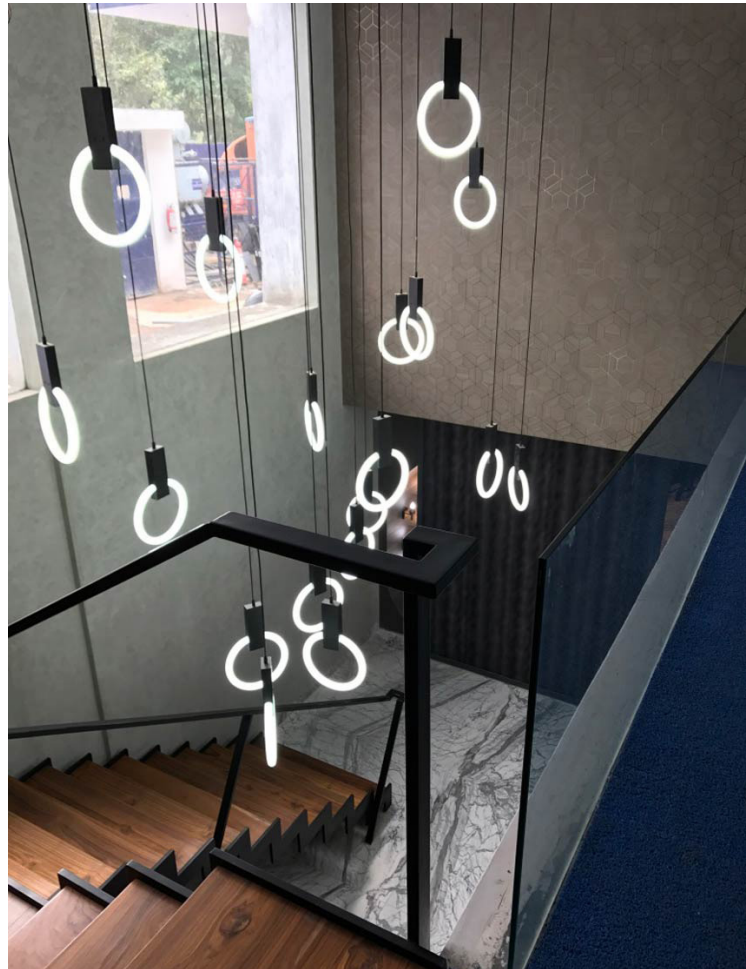


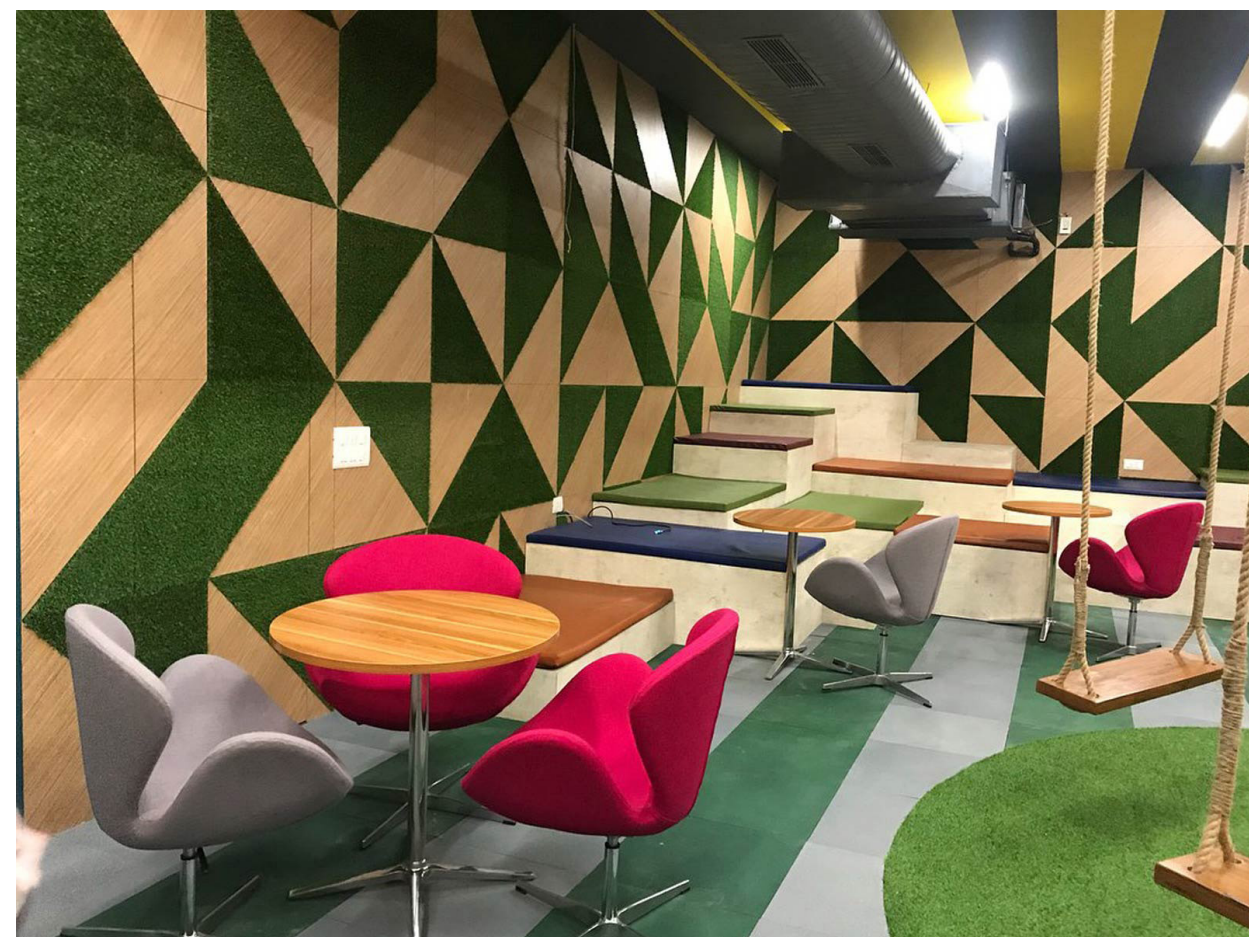
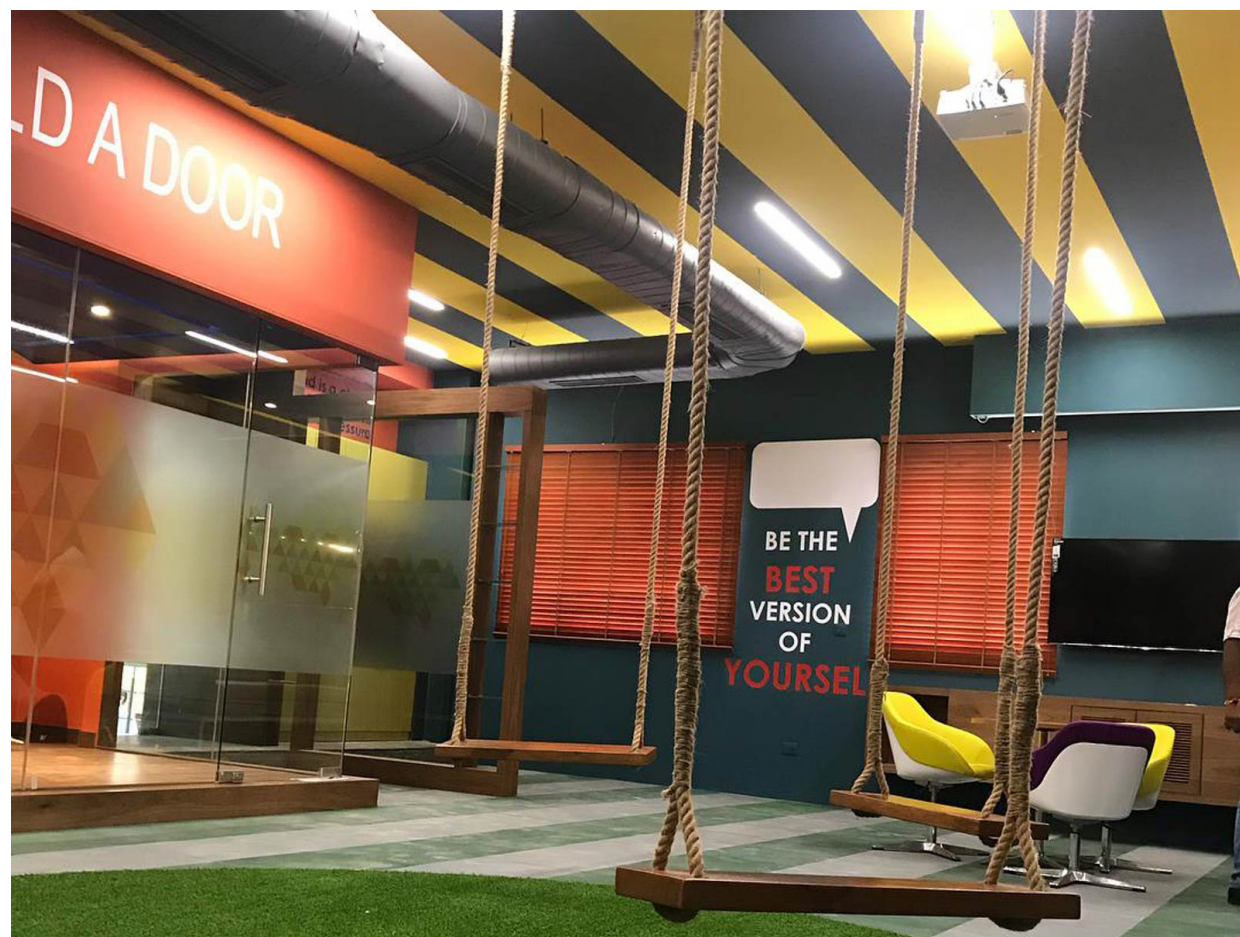
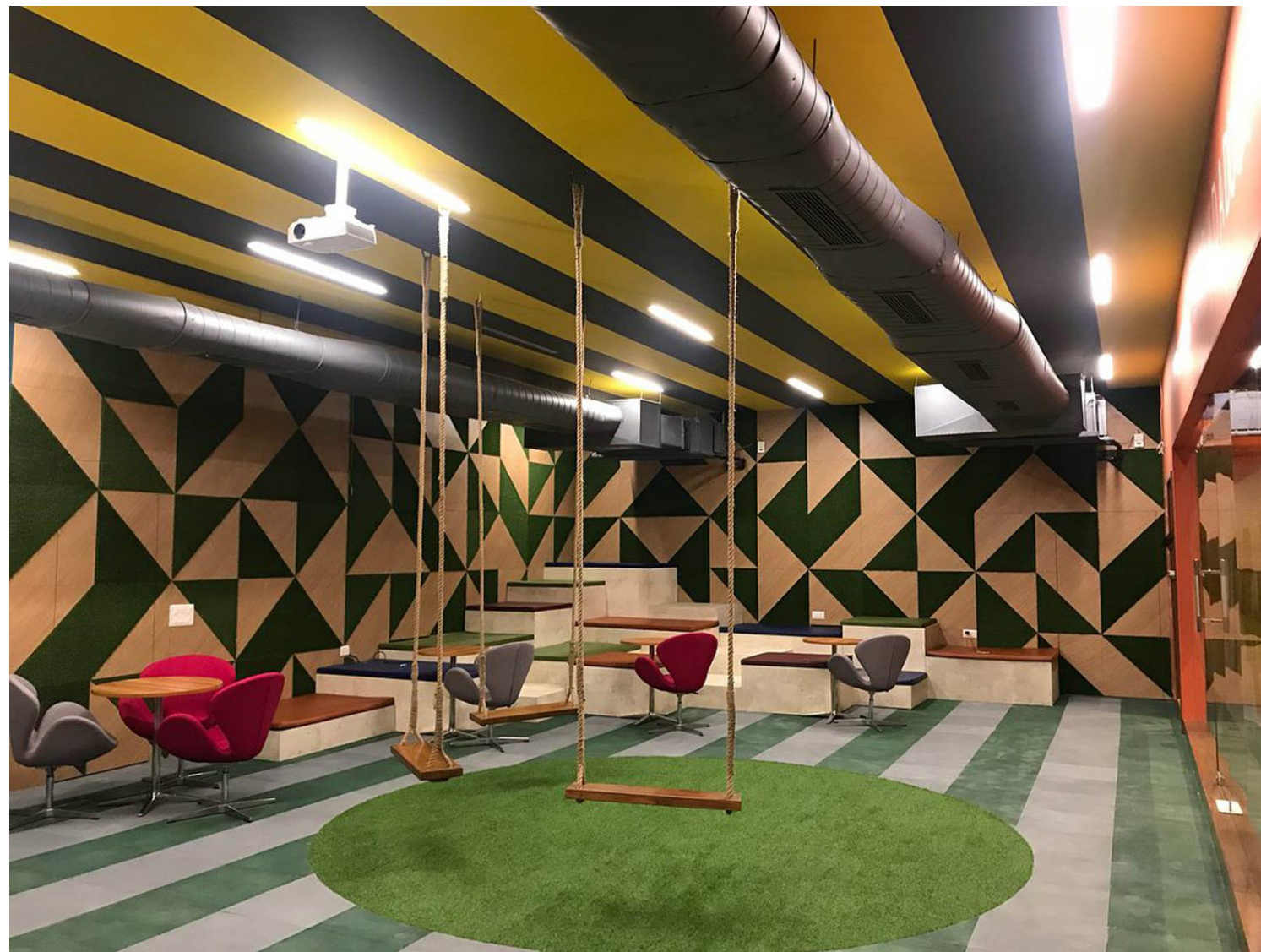
DIXON R&D CENTRE



PROJECT NAME: RESEARCH & DEVELOPMENT CENTRE
CLIENT: DIXON TECHNOLOGIES
AREA: 50,000 SQFT
COMPLETION: FEBRUARY 2019
LOCATION: NOIDA, INDIA

"The project was realised in Noida, India and followed the brief of creating an international standard research and development centre for Dixon Technologies. An international experience was provided with a contemporary design scheme maintained by the lines and the palette using greys and whites. The design aims to enhance the experience of the users to view the products by Dixon in a new light. Warm tones of colours are complemented by colour schemes seperating the various parts of the building, providing a joyful atmosphere to the overall design. The layout focuses on ease of circulation with no crossing paths that make it easy for various visitors to explore the project. The design carefully plays with colours and textures by complimenting ZigZag pattern walls with concrete textures and using colours as a guide to remove the need for signage. Rough textures of walls are contrasted by high gloss marble floors and bright red walls adorn the display lounge used to present the newer products of the company. This design optimises the sense of touch and feel with visuals to provide a new experience to the visitors, innovating on the obvious."





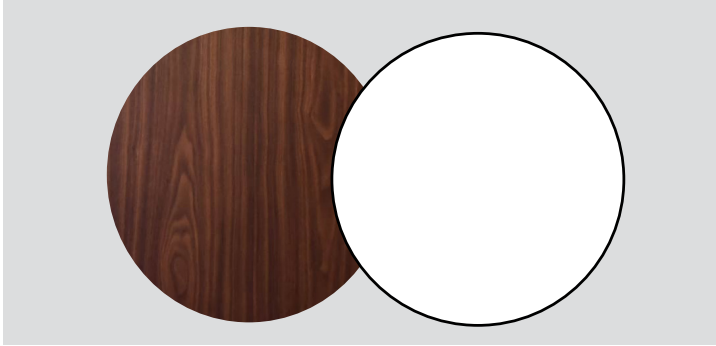


PROJECT NAME: CROWN CORPORATE OFFICE
CLIENT: CROWN CORPORATION
COMPLETION: 2015
LOCATION: INDIA

"The office features a simplistic contemporary design with a two tone palette of brown and white adding warmth to a corporate office space. Modern contemporary ceiling designs accentuate the simple office design"



A CONTEMPORARY OFFICE
DESIGN WITH A WHITE
AND BROWN PALETTE





PROJECT NAME: CORPORATE OFFICE
OF SHAKTI SONA SOLAR PVT LTD
AREA: 3500 SQFT
COMPLETION: MAY 2015
LOCATION: NEW DELHI, INDIA

"The office was realised in New Delhi with an intent of creating a modern classic design for the corporate office. A play of textures and patterns creates a harmony of design through the curated furniture pieces, decor elements as well as other furnishing pieces."



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6. BHARATPUR PALACE : RAJASTHAN, INDIA
7. SHIVALYA RESORT : MUKTESHWAR, INDIA



PROJECT NAME: ENIGMA CLUBHOUSE
PROJECT TYPE: CLUBHOUSE
AREA: 24,000 SQFT
CLIENT: INDIABULLS
COMPLETION: JANUARY 2018
LOCATION: GURGAON, INDIA

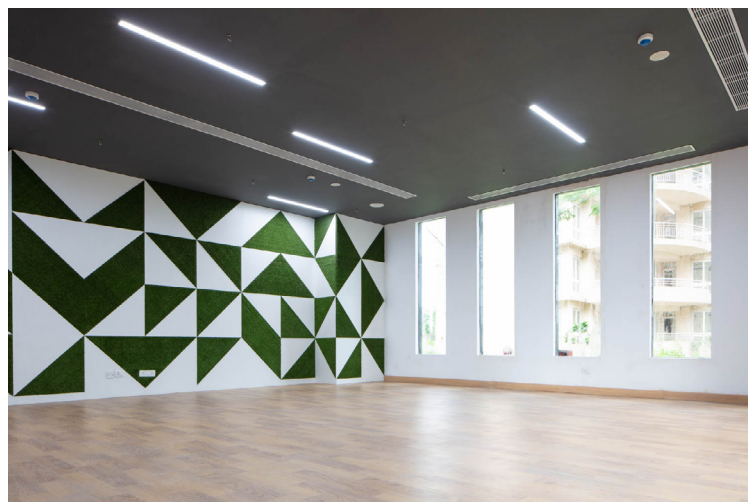
"Located in sector 110 ,Gurgaon Haryana state, South of Delhi northern part of India the club house offers a unique mix of living, leisure and recreation in a lush green setting which will set new standards in term of both residential living and amenities both for India and the larger region.

The club house is a key feature and act as a focal point for a wide range of leisure activities. The building has an innovative range of functions including high end restaurants, conferencing facilities, luxury spas, fitness center, swimming pool and sports court as well as a wide range of other programmes"





**BLACK AND WHITE MARBLE
INTERIORS TRANSLATING INTO THE
GLASS SKIN FACADE EMPHASIZING
THE INSIDE-OUT CONCEPT.**



ELEMENT ONE, GURGAON

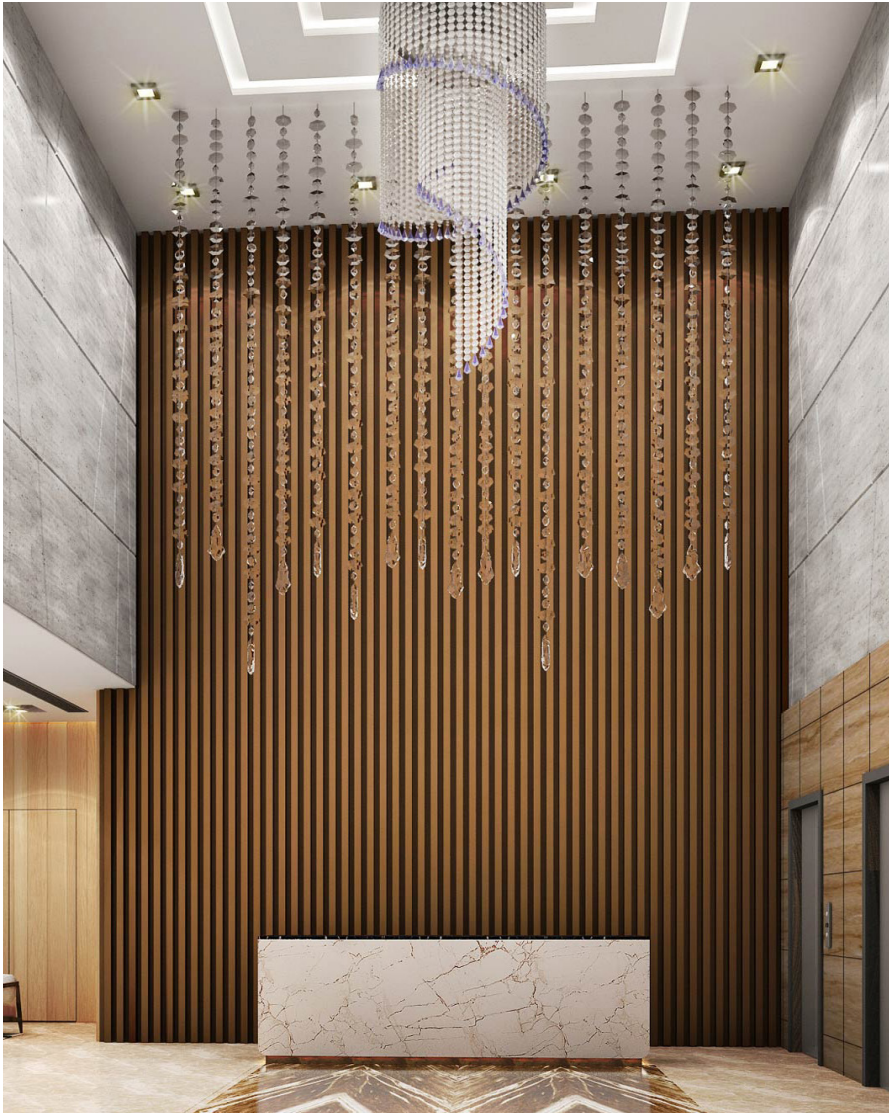


PROJECT NAME: ELEMENT ONE
AREA: SQFT
CLIENT: SATYA GROUP
COMPLETION: UNDER CONSTRUCTION
LOCATION: GURGAON, INDIA

"The premium residential complex is located at Gurgaon, India. Element One is a one-of-its-kind project facilitating spaces for commercial as well as residential real estate under one roof. The highlight of the project is spatial planning with each unit perfectly designed with opulence and all the luxury one would expect out of it. The core design materials exhibiting travertine stone, decorative lights and wooden panels add to the exquisite appearance of the overall design."



CLEAN AND CRISP LINES OF THE DESIGN CREATE A HARMONY OF NEUTRAL TONES ACCENTUATED BY A MODERN CONTEMPORARY FURNISHING.





BOTH COLOR SOLUTIONS AND DECOR ELEMENTS ARE MINIMALISTIC AND LACONIC.



CLARIDGES NABHA PALACE



Project Name: Claridges Nabhagarh Palace, Mussoorie
Clients: Claridges Group Of Hotels
Area: 3 Acre
Completion: March 2013
Location: Mussoorie, Uttrakhand

"Nestled amongst the snow-clad peaks, The Claridges Nabha Residence is surrounded by dense cedar, silver oak trees and scenic valleys of Himalayas. Situated in Mussoorie, our heritage hotel is the ideal escape from the chaotic city life. Entire Nabhagrah Palace was restored and designed in original style to be operated as a heritage hotel. Encompassing stylishly bedecked rooms equipped with world class facilities, a spacious meeting hall, a rejuvenating fitness center, a cozy library, a children's play area, and delectable eating joints, the resort offers world class facilities and unrivalled luxury".



THE LUXURIOUS INTERIOR IN OUR UNIQUE STYLE ECHOES NATURAL MOTIVES OF THE SURROUNDING LANDSCAPE CONTEMPORARY FURNISHING.

Al Fresco seating :
The al fresco seating offers an experience of being close to nature and having a view of the serene backdrop of the himalayan foothills. the dark tone of the furniture creates a harmony with the surroundings while the addition of white has a relaxing and calming impact on the users.





REINVENTING THE HERITAGE AESTHETIC BY WARM SHADES OF RED
AND YELLOW PRESERVING THE RUSTIC CHARM OF THE PALACE.





PROJECT NAME:CLUBHOUSE, JASMINE COUNTY
BUILT AREA: 16,000 SQFT
COMPLETION: 2018
LOCATION: HYDERABAD, INDIA

The luxurious Vajra club house, Jasmine County is located in Gachibowli, Hyderabad. The building has an innovative range of functions including high end restaurants, conferencing facilities, luxury spas, fitness center, swimming pool, play courts, indoor games room and kids' zone as well as a wide range of other programmes"



THE CLARIDGES HOTEL



PROJECT NAME: THE CLARIDGES HOTEL
COMPLETION: 2018
LOCATION: NEW DELHI, INDIA

"The modernist style is mixed with classic decor and art objects. The architecture is close to modern style, while the interior is, on the contrary, filled with curated decor pieces including abstract expressionist art and artefacts." Classic furniture is combined with modern lamps giving birth to a timeless interior.



EXCLUSIVE INTERIORS
DERIVED FROM
THE HERITAGE YET
ADDING FRESHNESS
TO THE DESIGN OF THE
INTERIOR SPACES



BHARATPUR PALACE

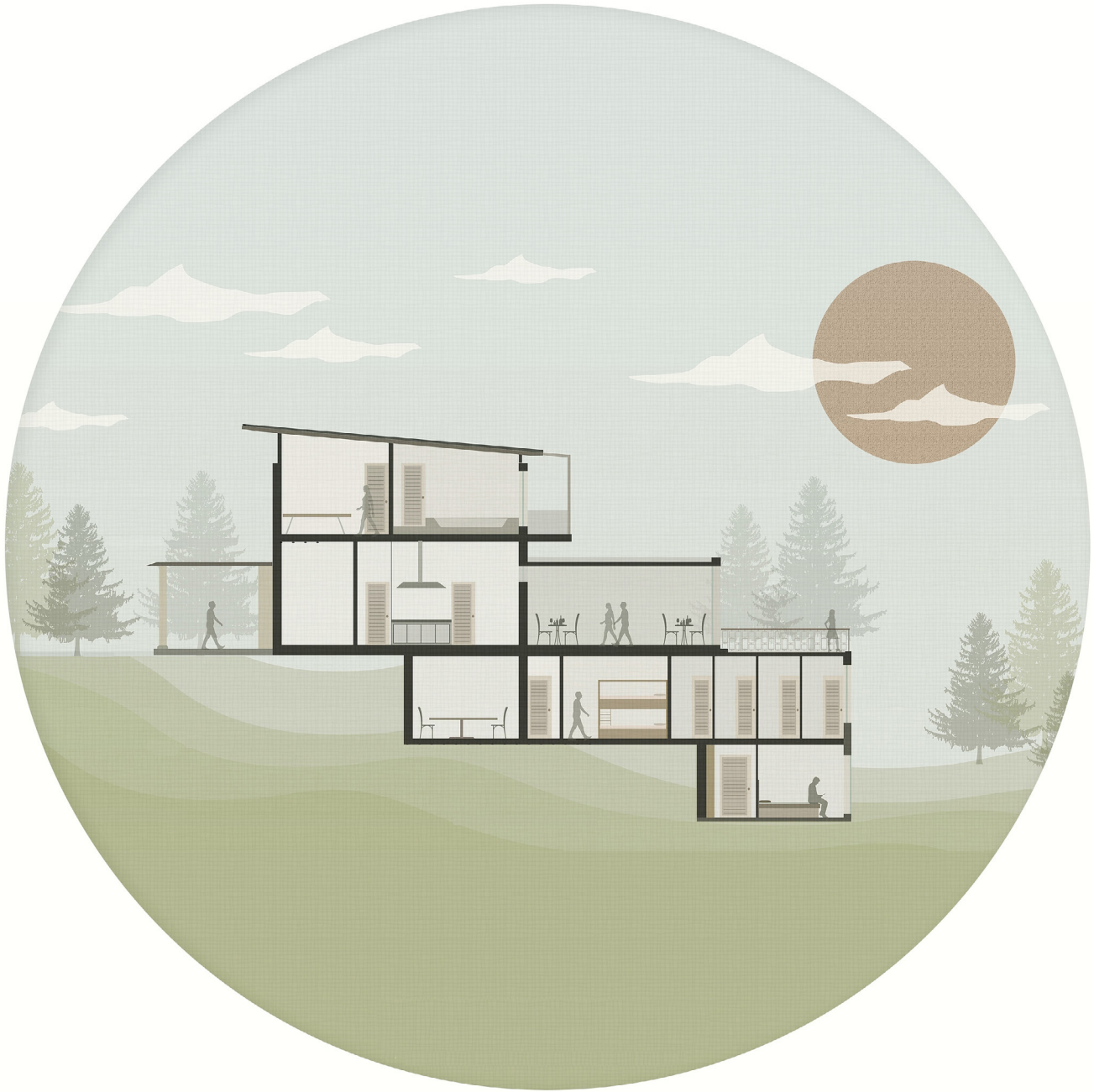


PROJECT NAME: BHARATPUR PALACE
LOCATION: RAJASTHAN, INDIA

"Bharatpur palace exhibits the rich legacy of Rajasthan tradition. The design features classical Indian architectural styles showcasing motifs, arches, column designs and vernacular materials. Symmetry and repetition of elements establish the project as a traditional Indian style project. "







Project Name: SHIVALYA RESORT
Location: MUKTESHWAR ,INDIA

"The resort was designed in the hilly areas of Mukhteshwar, India. The design concept revolves around the 5 basic elements of Earth i.e. Fire, water, wind, space and nature. Contours as used as the driving force behind the stacking of levels of each building block, adding an element of surprise as we move down the site."



NATURES FLOWS INSIDE OUT IN A DESIGN THAT FEELS VERNACULAR YET PROVIDES A MODERN TAKE TO THE CLASSIC HILL ARCHITECTURE.





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 - CHENNAI
 - DLF CYBER HUB , GURUGRAM
 - DLF MALL SAKET, NEW DELHI



PROJECT NAME: SEVILLA
AREA: 5000 SQFT
COMPLETION: NOV 2014
LOCATION: NEW DELHI, INDIA

"The sprawling Mediterranean style eatery that is set just slightly apart from the main hotel building has intimate indoor and outdoor seating amidst lush foliage and muted garden lights. Located in The Claridges, an iconic hotel in Lutyens Delhi, Sevilla is as aesthetic a setting as it can get!."





PROJECT NAME: NABHA RESIDENCE
LOCATION: MUSSOORIE, INDIA

"Set amongst the Scenic landscapes of Mussoorie, India, the Nabhagarh Palace restaurant is a rustic abode with royal aesthetic. The plush red and white palette of the project create a sense of warmth and fine dine with dark wood furniture adding to the overall charm "





PROJECT NAME: ZIZO RESTAURANT
LOCATION: NOIDA, INDIA

"Zizo is a lebanese restuarant chain based on the ideology of showcasing lebanese culture to India. The design follows its ideology of adding middle-eastern elements through its wall design and colorful display pieces. The seatings were taken as a two-toned design of blue and pink adding to the chic design aesthetic."





A SOPHISTICATED STYLE WITH AN ORIGINAL MIX OF
NATURAL MATERIALS, NEUTRAL TONES AND DESIGN.



Project Name: Petal
Area: 2800 Sqft
Completion: Sept 2015
Location: Meharchand Market, New Delhi, India

"Petal, located in New Delhi is our take on a scandinavian influence design using simplistic furniture with neutral tones on a black and white flooring patterns. The feature wall displays a wrought iron fence imagery adding a pop element to the design. Customized wooden lamps add to the overall aesthetic of the place."



TOTO'S ITALIAN FINE DINE



A FRESH TAKE ON A CLASSIC ITALIAN RESTAURANT DESIGN.



Project Name: Toto's Italian Fine Dine
Client: Walton Hospitality
Area: 3000 Sqft
Completion: March 2014
Location: Walton Street, London

"Toto's, a fine dine restaurant is located in Walton street London with a classic Italian style of printed tiles and an amalgamation of black and white design elements. Details are added through lattice works intricate moulding and curated furniture."



A PLAY OF COLOURS AND PATTERNS HARMONISING TO
CREATE AN EXCITING AND SURPRISING ENVIRONMENT.

Project Name: Tarsh Gastronomia
Completion: January 2018
Location: Pune, India

"Nestled in the skyline of Hinjewadi, Tarsh Gastronomia is an icon. The design provides indoor and outdoor seating option with a mezzanine floor as well. Mellow tones of primary colours create a harmony with earthy shades of brown and green, giving a sense of excitement to an otherwise soothing experience.

Patterns in Bronze and wood adorn the ceilings, flooring and walls, creating a rustic Art Deco design reminiscent of European Bars and restaurants. Lattice Arches are used as dividers between the various sections of the restaurant like the Private Dining Area, Indoor-Outdoor spaces, etc."



KOCHI DOMESTIC AIRPORT -TERMINAL 1



SIMPLE YET EXCITING, A DESIGN WHICH FOCUSES ON VISITORS OF ALL AGES



Project Name: KOCHI DOMESTIC AIRPORT-TERMINAL 1
Completion: 2018
Location: KOCHI, INDIA

"Located at Kochi Domestic Airport- Terminal 1, is a beginning of an architectural journey that pulls people inwards and invites them to wander around. Flanked by green planter - the central sculptural architectural element. Great attention was focused on bringing in natural vegetation and materials into the space. A careful balance between durability, serviceability, warmth can be seen in the overall design."





Project Name: KOCHI INTERNATIONAL AIRPORT-TERMINAL 3
Completion: Sept 2017
Location: KOCHI, INDIA

"The main objective was to create an experiential and unconventional space where people can explore and discover. It offers variety yet a sense of place. It was design with an intent to focus on circulation and ease of access. With simple yet elegant colour palette give a morden look to the whole space."





Project Name: Bottoms Up, Gastro Pub
Clients: Lite Bite Foods
Area: 5000 Sqft
Completion: March 2015
Location: New Delhi

"Located at New Delhi, India Bottoms up, Gastro Pub's dilapidated charm became the perfect opportunity to create an understated entrance into the young, hip, industrial chic bar that unfolds within. All the ducting and electrical piping was left exposed carrying forward the theme of the industrial warehouse. The interior walls have been brought to life with vintage graffiti and exposed walls."



RETRO THEME REIMAGINED
AS A CLASSIC PUB DESIGN



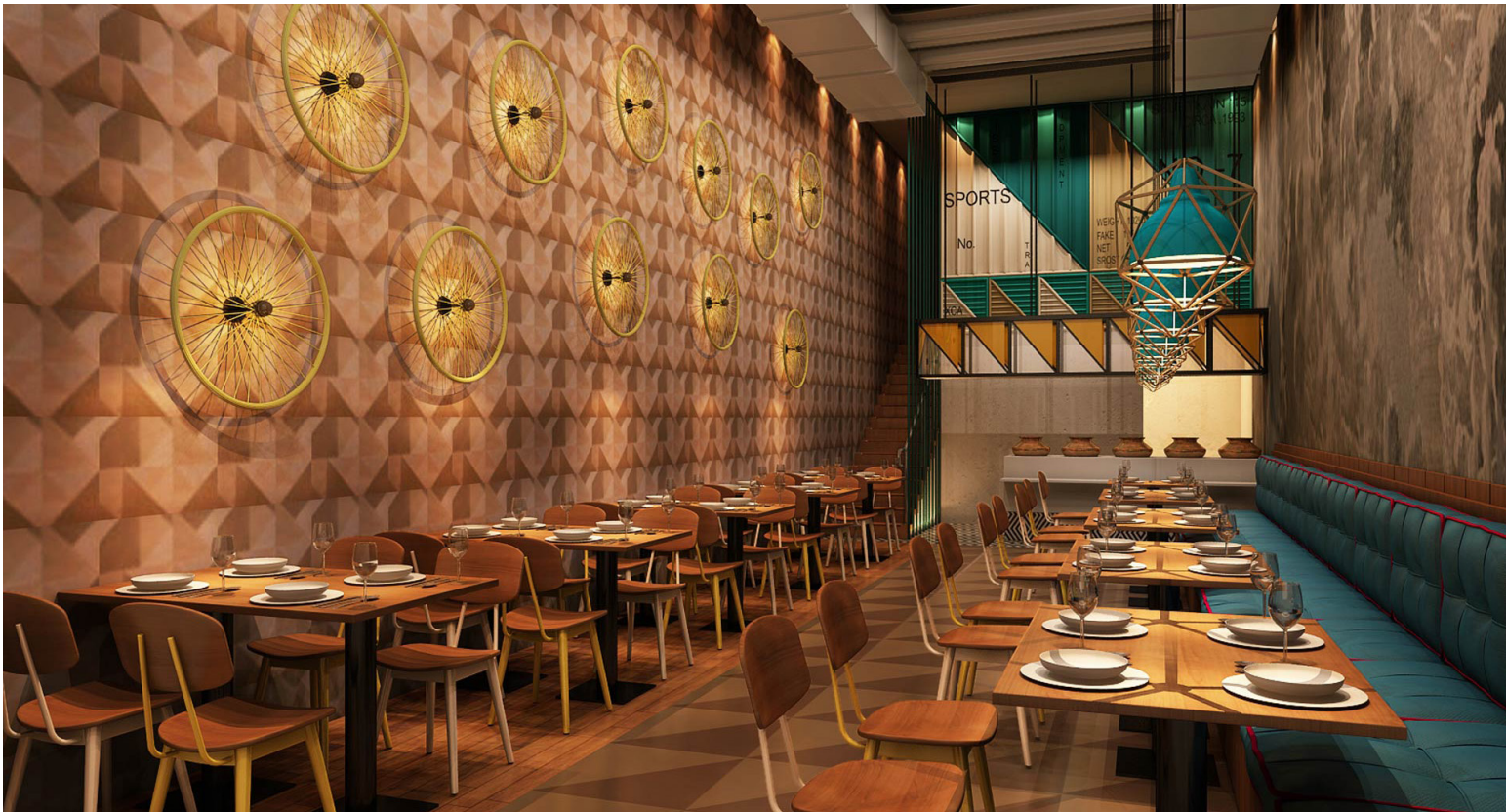


COLOURS AND PATTERNS TAKE CENTERSTAGE IN A TRENDY RESTAURANT DESIGN



Project Name: Biryani Blues
Area: 1850 Sqft (1000 - 2500 Sqft)
Completion: December 2015
Location: New Delhi, India

"The project is biryani centric restaurants. The mother design is developed by Synthesis and adapted in various modules for the brand, all over the country."





Project Name: Ziu Ba
Area: 50000 sqft
Completion: 2019
Location: New Delhi

"Ziu Ba restaurant was envisioned as a modern take on the Thai food Giants Ziu's theme of constant evolution. The design features a play of texture and lines that create a feeling of comfort and peace during the day time and evolves into a lit modern night club as the sun settles. It also features an outdoor area plush with greens and a variety of seating spaces that constantly keep the user curious."



DHABA BY CLARIDGES

PROJECT NAME:DHABA BY CLARIDGES
COMPLETION: 2015
LOCATION: NEHRU PLACE NEW DELHI,
INDIA

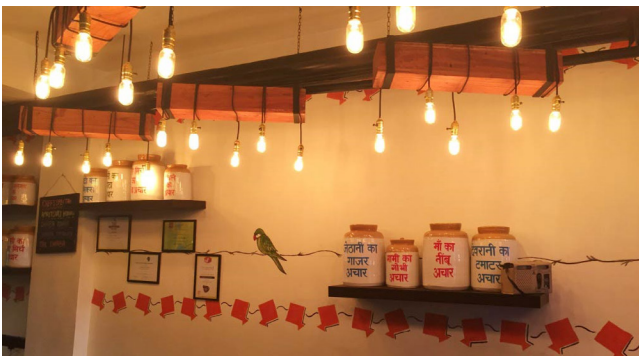
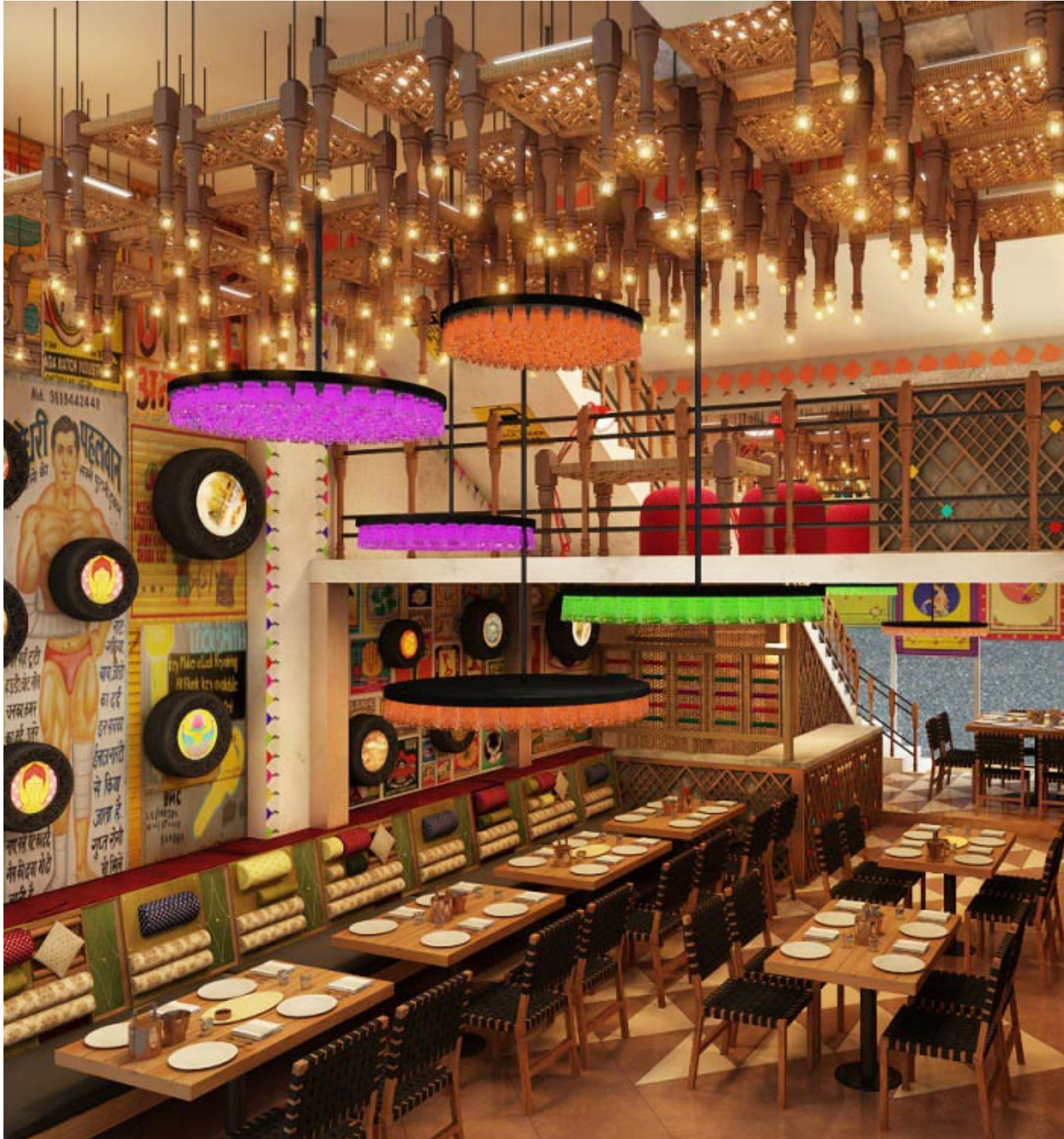
“Located PAN India Claridges hotel, Dhaba recreates the ambience of a Punjabi highway eatery with sophisticated flair. The interiors are replete with kitschy décor, such as an actual colourful truck, thatched roof and vintage posters. The truck has expanded to accommodate a private dining experience, and truck art adorns the walls. The Nalka chandelier, Gramophone, Canister Basin, Nimbu-Mirchi lights, are all reminiscent of a roadside dhaba. But these elements have been modernised to infuse a chic and fun element! The restaurant is a perfect marriage of the style, delectable flavours and earthy appeal of the signature restaurant with a more urban feel.”



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PROJECT NAME:DHABA BY CLARIDGES
COMPLETION: 2016
LOCATION: CHENNAI, INDIA



PROJECT NAME:DHABA BY CLARIDGES
BUILT AREA: 2,000 SQFT
COMPLETION: 2013
LOCATION: DLF CYBER HUB GURUGRAM,
INDIA





PROJECT NAME:DHABA BY CLARIDGES
BUILT AREA: 4,500 SQFT
COMPLETION: 2012
LOCATION:DLF MALL, SAKET, NEW
DELHI INDIA



THE DESIGN PAYS
A TRIBUTE TO
WOOD AND GIVES
IT FREE CREATIVE
EXPRESSION





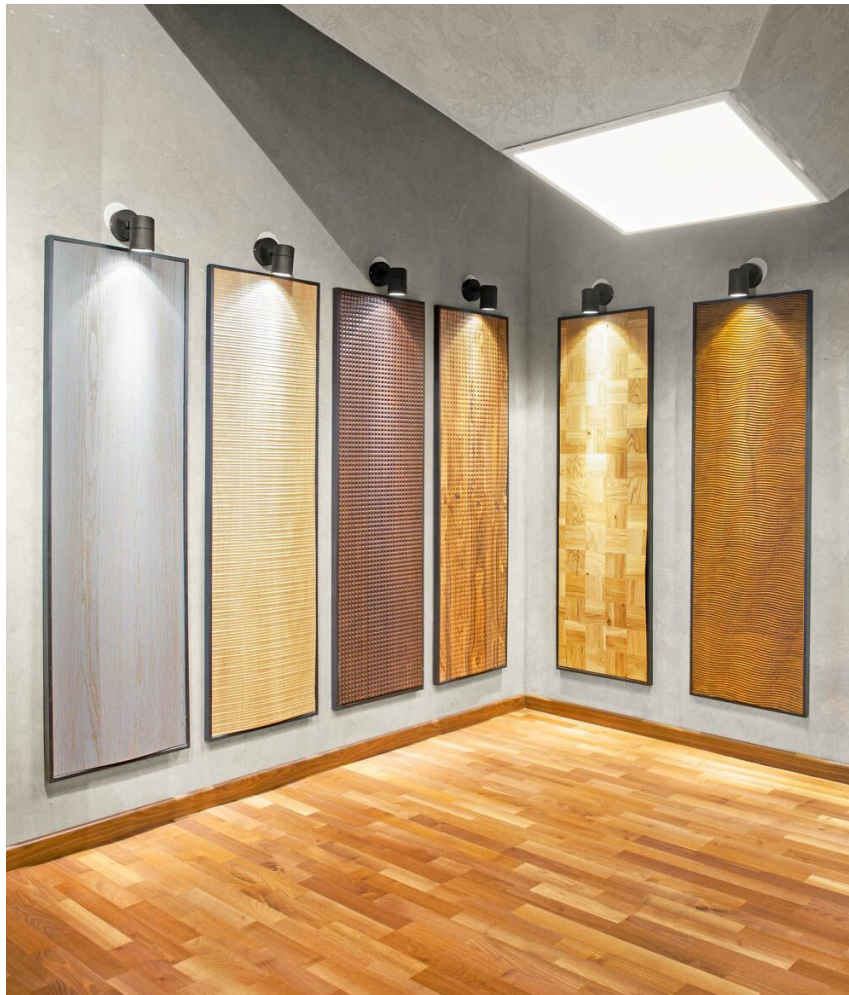
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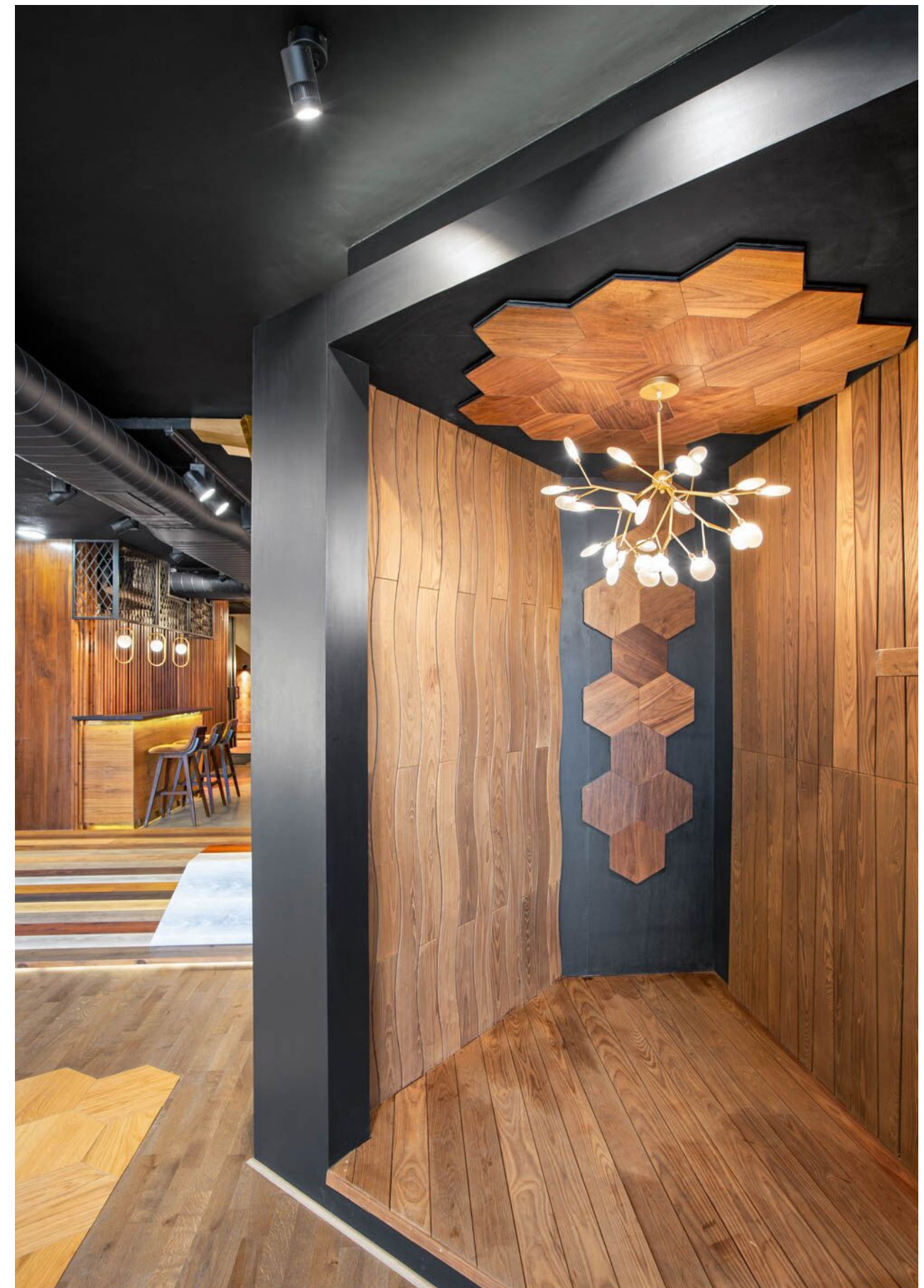
1. BB FLOORS : NEW DELHI, INDIA
2. BERLUTI : NEW DELHI, INDIA
3. CREED : NEW DELHI, INDIA
4. SAFFRON ART GALLERY : NEW DELHI, INDIA
5. BANG & OLUFSEN : PAN-INDIA
6. MIRARI : NEW DELHI, INDIA
7. KIWI- ORGANIC FOOD STORE: DEHRADUN, INDIA
8. SILHOUETTE SALON DE BEAUTE: NEW DELHI, INDIA
9. TOD'S : HYDERABAD, INDIA
10. MOLTON BROWN : NEW DELHI, INDIA
11. AALENES : GURUGRAM, INDIA



PROJECT NAME: BB FLOORS
PLOT AREA: 230 SQ M
BUILT AREA: 12,00 SQFT
COMPLETION: 2018
LOCATION: NEW DELHI, INDIA

"The Retail Store was realised in New Delhi, with an intent to be a visually stunning wood products display store. The store uses forms, colours, textures and patterns to create areas tending to a wide variety of display styles for products of various ranges. The vivid hues of the store are toned down by accents of black in the walls and ceiling. The store provides formal and informal meeting areas along with a pantry, display and discussion room. The facade uses the products of the same brand to make interlocking wooden forms that are complimented with an exposed concrete signage header. The landscaping leading to the store acts as a subtle demonstration for the vibrant interiors."





THE ESSENCE OF WOOD TAKING A FRESH VIEW OF TRADITION FOUNDED ON CREATIVE IDEA, INSPIRED BY THE NATURAL IRREGULARITY OF SURFACES.



PROJECT NAME: BERLUTI
COMPLETION: 2017
LOCATION: NEW DELHI, INDIA

"Located at New Delhi, India, The Berluti showroom uses different shades and texture of wood with the yellow light behind the display area gives warm and vibrant feel to the interior space. The play of mass and void to display product adds more play to the space giving it a modern look."







PROJECT NAME: CREED
BUILT AREA: 13,00 SQFT
COMPLETION: 2017
LOCATION: NEW DELHI, INDIA

"The CREED store located at New Delhi, India has a minimalist architecture. Synthesis believes that condensing the content and form of a design to its bare essentials, reveals the true 'essence of architecture'. The interior spaces have a soft monochromatic theme creating comfort and adding a sense of serenity to the design."





PROJECT NAME: SAFFRON ART GALLERY
COMPLETION: 2017
LOCATION: NEW DELHI, INDIA

"Saffronart is a strong and successful international auction house located at New Delhi. The interior provides an artistic approach to the design. The waffle slab with trangular pattern adds drama to the space and is also used to project lights on the art. The minimalist design with the use of saffron hues creates contrast to the whole space."





PROJECT NAME: BANG & OLUFSEN
COMPLETION: 2017
LOCATION: PAN INDIA

"The wall on the back of this area have a big television to show advertisement and music video clips. Inside of the store we have a soft cream color on the walls. The project looks to show the simplicity of the space, with economy of means on the solutions that are used either at the design level or at the materials level."



POETRY OF SOFT TONES
UNDERScore THE
OVERALL VISAL IMPACT.



PROJECT NAME: MARARI
COMPLETION: 2018
LOCATION: NEW DELHI, INDIA

"The project provides unique and distinguishable visual identity for the luxury jewelry brand, reflecting the sobriety, elegance and color palette of the brand through the interior of the premises."





PROJECT NAME: KIWI- ORGANIC FOOD STORE
COMPLETION: 2018
LOCATION: Dehradun, Uttrakhand

"The Kiwi-organic food store located in Dehradun, Uttrakhand gives a natural raw feel with warmth of wood which gives a vintage look to the whole interior space. The combination of unfinished wood and green gives a unique and pleasant feel creating an eye-catching atmosphere."



UNFINISHED MATERIALS AND VINTAGE ATMOSPHERES MAKE A SPACE DEFINED BY EYE-CATCHING CONTRASTS.



PROJECT NAME: SILHOUETTE SALON DE BEAUTÉ
COMPLETION: 2018
LOCATION: NEW DELHI, INDIA

"Located in New Delhi the Silhouette salon De Beaute has absolute minimum of materials. There is nothing unnecessary. It's minimalism on the verge of austerity, and yet the space is harmonious and not boring in any way. The use of soft shades creates a poetic and peaceful atmosphere in the interior space of the salon."





PROJECT NAME: TOD'S
COMPLETION: 2018
LOCATION: HYDERABAD, INDIA

"The retail store was design keeping in mind the elegant yet luxurious design ideology of the tod's brand. A neutral colour palette was selected to highlight the product with accent lighting with the addition of wooden elements adding warmth the overall design."





PROJECT NAME: MOLTON BROWN
COMPLETION: 2018
LOCATION: NEW DELHI, INDIA

"Molton Brown store was design in New Delhi, India with an intendtto design a simplistic retail store focusingon the circulation and ease of access for the products. the ceiling features a modern design that adds to the overall feel of the store."





PROJECT NAME: AALENES GURGAON
COMPLETION: 2015
LOCATION: GURUGRAM, INDIA

"Located at Gurugram , India Aalenes is a salon and cafe gives warm and vibrant feel to the interior.The exposed brick wall gives a rustic look adding simplicity to the space. The exposed black ceiling creates nice contrast to the overall look of the design."





**A BALANCE BETWEEN BEAUTY AND
FUNCTION DRIVEN BY CREATIVITY**



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